



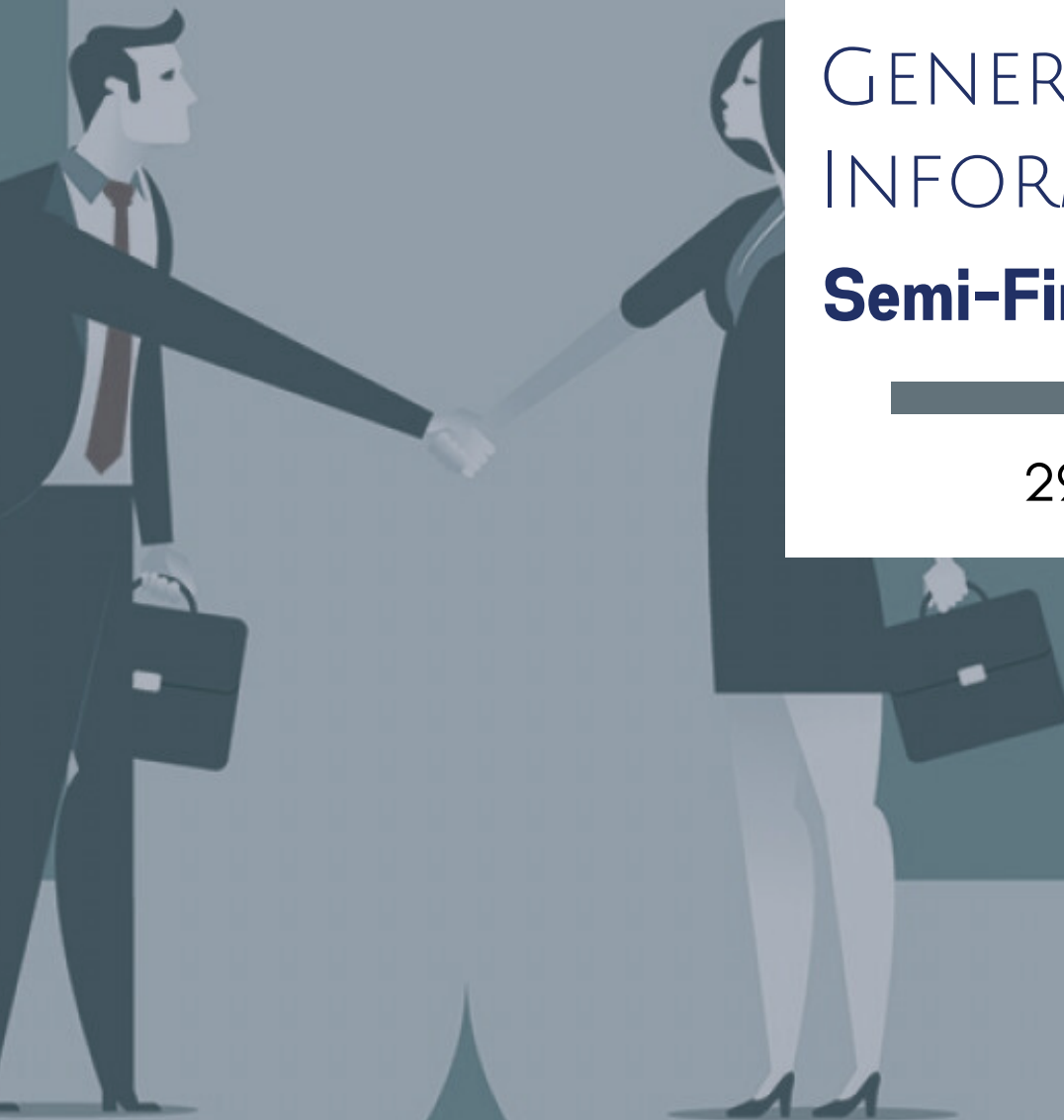
cyril amarchand  
mangaldas  
ahead of the curve



# 6<sup>th</sup> RGNUL National Sports & Entertainment Law Mediation Competition, 2024

## GENERAL INFORMATION **Semi-Finals**

29<sup>th</sup>-31<sup>st</sup> Mar 2024



**6<sup>th</sup> RGNUL NATIONAL SPORTS & ENTERTAINMENT LAW MEDIATION  
COMPETITION, 2024**

**GENERAL INFORMATION: MS. BELLATRIX M. LONGBOTTOM v. VEEMAKE  
GAMES CO. PVT. LTD.**

**BACKGROUND**

The COVID-19 pandemic ushered in a new era for the online gaming industry as people were forced to find entertainment in the confines of their homes for months. As the gaming industry skyrocketed, new companies entered the market. One such company is Veemake Games Co. Pvt. Ltd based in India. It started as a small enterprise producing free online games for different websites. This was until they received an anonymous but substantial donation, reportedly from a reclusive millionaire living abroad.

Post this, Veemake Games began producing multiplayer complex strategy games in different formats and soon they occupied a huge share in the gaming industry globally. By the year 2027, Veemake Games was so successful that all their recently launched games swept all awards for best video games in different categories in the American and Asian regions.

Presently, in January 2028, Veemake Games aims to step into the format of Virtual Reality (VR) games by launching their first-ever VR Game named “Woolrant.” The game is set to be a first-person online shooting game where the players are divided into two teams of 7 members each. The mission for one team is to infiltrate different military bases depending on the chosen map and destroy classified files while the other team defends the base in a given time-period.

Prior to this, online tactical shooting games have been in the market and have been enjoyed by a large audience, however, Woolrant would be the first ever VR multiplayer tactical shooting game that would allow players from across the globe to connect and play together in a virtual reality set up.

Ms. Bellatrix Malfoy Longbottom, the Streamer of the Year award winner for three consecutive years since 2025, started her career during the pandemic years by herself. She goes by the username of *TrixyBees* and initially started live streaming her gameplays for fun, until one of her streaming sub-athons in 2024 lasted for 13 days and 7 hours, the longest continuous livestream ever by a female streamer. She has since become an irreplaceable name in the gaming circles.

After her third consecutive Streamer of the Year award at the end of December 2027, she was approached by Veemake Games with an invite to participate in a beta-testing event for the first model of Woolrant, where she'd be asked to do a playthrough of the entire game in all maps and record the same. TrixyBees found the idea of a VR Tactical Shooter game thoroughly interesting and readily agreed, and she along with several other famous streamers who'd been invited to participate in the beta-testing scheduled their multiplayer event together.

The entire 6 hours of the beta test was scheduled to be streamed on her channel on 27 January 2028 at 2:00 PM. Veemake Games Co, however, approached TrixyBees separately a week before the scheduled stream with an additional offer. They offered to use the footage of TrixyBee's physical movements as she played the game to help render the movements of one of the available female characters for the players. This new character would be designed after Trixybees and her name would be used to promote the same.

TrixyBees agreed to this additional offer on the condition that she should receive a small fee every time someone used her character to play the game after the game's launch for the next 2 years. The details of the amount of commission, they agreed, could be decided in due time but they signed an agreement that allowed Veemake Games to use the clips of TrixyBees to generate the proposed new character.

## DISPUTE

On the morning of the scheduled stream, TrixyBees started her stream dressed in warm oversized sweaters and trousers. As the stream continued, she received an email at noon from someone claiming to be a part of the Gaming Design Team at Veemake Games requesting her to ensure she dressed in an attire that would ensure the physical movements of her body were recorded with precision. The email claimed this would help in the design and final rendering of the character. TrixyBees did not think much of the request and complied by changing into more form-fitting clothes before 2:00 PM. Before starting the playthrough, she ensured that the camera was set up to record her full body and a range of her movements.

At this point in time, she noticed that her image in the preview display of the stream with the new placement of the camera along with her tight form-fitting clothes made her slightly uncomfortable, especially when she realized she would be wearing her VR set during the test and would be unable to see the live chat comments or herself. Despite her nerves, Trixybees continued to do the beta test, during which the moderators of her livestream noticed frequent obscene and inappropriate comments by several different users. One such user with the username of *theOnly\_fanofTrexxyB* commented inappropriate things during the stream several times, but one such comment piqued the interest of the moderator of the stream -

**@theOnly\_fanofTrexxyB:** Trixy if you were a gaming character, I'd play only you. ;)

6:37 pm

Her moderators found the mention of a gaming character like Trixy odd, considering only Trixy's agents and a handful of people were aware about the additional offer by Veemake Games and the proposed character to be designed by her. At this point in the livestream, the moderators had issued several warning to this account for use of inappropriate language, and thus decided it was best to ban the account from the livestream. Despite the problem of unruly comments, the beta-test stream by Trixybees garnered a record-breaking 78.59 million all-time viewers as while continuously played the game for six hours while wearing the VR Headgear provided by Veemake Games.

Soon after the stream ended, she noticed that anonymous accounts on different social media platforms were posting edited clips of her body, the videos for which had been taken from her livestream. She reported these immediately on the platforms and also informed her agent about the same. Meanwhile, the Gaming Design Team at Veemake Games received the recorded clips of the stream. The Team

had also recently started using an AI Assistant called Myai. This AI was being used to generate the characters of the different games that were in the pipeline.

The use of such AI Assistants remained a regulatory gray area and the company's legal team had advised against the same, however, the executives were adamant on being "technologically advanced" and thus insisted on using AI for several different tasks. The company however, had decided to not disclose its use to the public until they were assured that the AI generated designs of the characters would be liked by the public.

After inputting the video clips of TrixyBees to Myai, a female gaming character was generated, however, she was dressed in lascivious clothing, unarguably highly inappropriate and desultory in the context of shooting games. The Team, however, approved the design and the new character was soon being used to promote the game in full swing. Billboards, placards, pamphlets, and online advertisements were covered with the newly generated character named "TrixyBoos."

TrixyBees now feels deeply violated and wronged after realizing that Veemake Games had used her clips to generate an overtly sexualized character and were using her name to promote the character and the game. Further, she feels wronged that her approval was not taken before announcing and using the new character based on herself. She even contends that the character is "*as good as a deepfake*" of her and asks her agent to set up a meeting with Veemake Games immediately. She wishes to get the character based on her regenerated from scratch while being involved in the process in every step.

If the same is not possible, she wants the character to be removed. However, Veemake Games has already invested a considerable amount of money in campaigning for the game using the already generated character and has received great responses from the male demographic, albeit along with some factions of female gamers criticizing their female character line up. TrixyBees has thus requested a mediation with Veemake Games.